

## Consortium of ARY and Tower Sports awarded broadcast rights in Pakistan region from Aug 2024-Dec 26

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Lahore, August 16, 2024: The Pakistan Cricket Board (PCB) has awarded the broadcast rights for home international cricket from August 2024 to December 2026 to the ARY and Tower Sports consortium. The rights, awarded through a transparent tender process, are valued at double the price compared to the previous two-year cycle.

During the 28-month agreement, Pakistan will host 11 Tests, 26 ODIs, and 24 T20Is. This includes seven Tests in the 2024-25 season and two tri-nation ODI series.

Salman Iqbal, CEO of ARY Communications, said, “This partnership will bring thrilling cricket to fans across Pakistan on A Sports, further promoting the growth of sports in the country.”

Duraid Qureshi, CEO of HUM Network, expressed his excitement about the upcoming

international fixtures, noting that the action-packed schedule will showcase Pakistan as a key host in global cricket.

Salman Naseer, PCB COO, stated, “This partnership is great news for Pakistan fans, with top cricketing sides set to visit in the coming years.”

In addition, the PCB confirmed the commentator lineup for the Pakistan vs. Bangladesh Test series, part of the ICC World Test Championship. The first Test will be played in Rawalpindi (21-25 August), followed by the second in Karachi (30 August-3 September). The commentary team includes Aamir Sohail, Athar Ali Khan, Bazid Khan, Nick Compton, and Urooj Mumtaz, with Sikander Bakht as the presenter. Sources PCB